

MKT

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5 SEM TDC DSE COM (CBCS) 501 GR-III

2 0 2 3

(November)

COMMERCE

(Discipline Specific Elective)

(For Honours/Non-Honours)

Paper : DSE-501 (Group—III)

(**Marketing**)

(**Consumer Behaviour**)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) State whether the following statements
are True or False : 1×4=4

(i) Consumer behaviour is the reaction
of individuals in obtaining and
using goods and services.

(2)

- (ii) Innate needs are considered as primary needs.
- (iii) Family income is a sociological determinant of consumer behaviour.
- (iv) Awareness about a particular product is the first stage in the decision-making process.

(b) Fill in the blanks : 1×4=4

- (i) Organization buying behaviour refers to decision-making in _____ organization.
- (ii) Opinion leaders are known as _____.
- (iii) _____ leads to brand loyalty.
- (iv) _____ helps in understanding consumer behaviour.

2. Write short notes on any *three* of the following : 4×3=12

- (a) Motivation vs. Satisfaction
- (b) Stimulus response model
- (c) Psychological factors
- (d) Social class
- (e) Life-cycle stages

(3)

3. (a) Discuss the major factors that influence consumer behaviour. 12

Or

(b) What do you mean by consumer behaviour? Explain the determinants of consumer behaviour. 4+8=12

4. (a) What do you understand by buying motives? Briefly explain different kinds of buying motives. 4+8=12

Or

(b) Define culture. Explain the characteristics of culture. 4+8=12

5. (a) What is the meaning of information search? Explain the factors affecting information search. Elaborate the information search process in consumer behaviour. 2+5+5=12

Or

(b) Discuss about the role of family in consumer decision-making. 12

6. (a) "Lifestyle is the result of such forces as culture, values, resources, symbols, license and sanction." Elaborate the statement. 12

(4)

Or

(b) Discuss the concept of value and lifestyle (VALS). Explain the importance of VALS. 6+6=12

7. (a) What is consumer involvement? What are its causes? Explain the types and effects of consumer involvement. 2+5+5=12

Or

(b) Discuss the personal factors which influence consumer behaviour. 12

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